

10/26/22 • [COVID](#) › [NEWS](#)

# Millions of Americans Were Assigned 'COVID-19 Violation' Scores Based on Cellphone Data Collected During Lockdowns

*A voter analytics firm harvested data from millions of Americans' cellphones during the 2020 COVID-19 lockdowns and used the data to assign phone users a "COVID-19 decree violation" score and a "COVID-19 concern" score, according to a whitepaper released by PredictWise, the firm that harvested the data.*

By [Michael Nevradakis, Ph.D.](#)

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A voter analytics firm harvested [data from millions of Americans' cellphones](#) during the 2020 COVID-19 lockdowns and used the data to assign phone users a "COVID-19 decree violation" score and a "COVID-19 concern" score, according to a whitepaper released by PredictWise, the firm that harvested the data.

The data, derived from "nearly 2 billion GPS pings" stemming from "ground truth, real-time, ultra-granular location patterns," according to PredictWise, was then used to target election-related messages to voters during the 2020 election season.

According to PredictWise, the firm "understood that there were potential pockets of voters to target with [COVID-19](#) messaging and turned high-dimensional data covering over 100 million Americans into measures of adherence to COVID-19 restrictions during deep lockdown."

The data was collected with political purposes in mind, PredictWise said:

"It doesn't take a data scientist to know that COVID-19 was going to play a major role in the 2020 election.

"This once in a lifetime pandemic took control of the political debate, our airways, and ultimately our lives."

Republican voters were specifically targeted based on the data that was collected:

"PredictWise targeted Republicans who scored high on our measure of COVID-19 decree violation (folks who were on the go more often than their neighbors) and Republicans who scored low on our measure of COVID-19 decree violation (folks who mostly or always stayed at home) in the swing state, Ohio, and asked survey questions."

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PredictWise also developed "COVID concern" scores:

"PredictWise found that Republican non-movers' (compliers) concern around COVID-19 and persuadability was almost as high as Democrats overall and Republican non-movers over the age of 65 were more concerned about COVID-19 than Democrats."

While PredictWise did not specify the precise period during which it harvested the data, [ReclaimTheNet noted](#) that state-level lockdowns began in the U.S. on March 15, 2020, while election day was on Nov. 4 of that year.

This is noteworthy because of the political purposes for which the data collected by PredictWise was utilized. According to the firm, this data was used in at least one U.S. Senate campaign:

"The result — the Arizona Dems Coordinated Campaign in support of now U.S. Senator Mark Kelly was able to deploy this real-time location model to open up just over 40,000 persuasion targets that normally would have fallen off, allowing them to give the right message to the right voter at the right time."

The Arizona Democratic Party is just one of the entities listed on the "2020 PredictWise Client List" accompanying the whitepaper.

The national Democratic Party as well as state-level Democratic parties in Florida, North Dakota, Ohio and South Carolina, the Ohio Senate Democrats, and organizations such as Fair Fight Action, Future Majority, TargetSmart and the Voter Participation Center, were also on the list.

As noted by PredictWise, "Last election cycle, congressional, senate, and presidential committees used PredictWise through the DNC [Democratic National Committee]. Super PACs pushed same-day registration in key swing states of Wisconsin and Michigan and produced the only statewide red-to-blue flip in a Trump-won state in Ohio (Brunner, Ohio Supreme Court)."

In total, PredictWise claims it "tracks the opinions, attitudes, and behaviors" of more than 260 million Americans, utilizing not just location and survey data, but also "telemetry data" in the form of "passively sourced cell-phone data," "unregistered voter data" and information on media consumption.

In turn, the firm developed a "dashboard that enables campaigns to build scalable customized audiences based on real-world behaviors and attitudes that track sentiment on the economy, political issues, and value frames ... from all 250 million adult U.S. voters."

This information is "compiled through real-time locations, application usage, and media consumption layered on top of surveys and available raw data" and is extrapolated "to a proprietary device ID-voter file rather than the 'offline' file based on name and address."

The “unregistered voter data” is “sourced through credit files and portal registration data,” including from retail chains such as Crate&Barrel.

In total, PredictWise uses this data to create “scores on 13 issue preference clusters and 7 value-frame, or psychometric clusters,” utilizing “more than 30 million behavioral data points,” data from 350,000 survey respondents and “machine learning models” to “predict the party of unregistered [voters].”

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The firm claims this “dashboard” places “at your fingertips the most up-to-date and continuous data in the business.”

PredictWise also said it “provides a rank order cut, to ensure that its targets are the most likely to respond to the correct messaging or are the most definite voters for your campaign to turnout.”

According to PredictWise, 2020 was the first year in which it “made its first push into the political landscape, serving data to campaigns both large and small” — including Ohio state senate campaigns, Democratic national committees and state parties, federal candidates, national progressive organizations and political action committees, or super PACS, that can take unlimited contributions.

The firm was founded in 2017 by [Tobi \(Tobias\) Kontizer](#), formerly of Facebook Research, and [David Rothschild](#), an economist with Microsoft Research.

Another firm closely connected to the Democratic Party, [Impact Research](#), was advising the party and the Biden administration as early as February 2022 on how to position itself as having “defeated” COVID-19.

## SUGGEST A CORRECTION



### Michael Nevradakis, Ph.D.

Michael Nevradakis, Ph.D., based in Athens, Greece, is a senior reporter for The Defender and part of the rotation of hosts for CHD.TV's "Good Morning CHD."

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♥ 19



[tom](#) • 15 days ago • [edited](#)

Nearly 2,500 years ago Aristotle pointed out that if you want democracy the only way is to select officials by lot. Not from a list of volunteers, but from the people at random. If picked, a citizen was obliged to serve to the best of his ability in return for fair compensation.

Aristotle wisely warned that if officials are chosen by any kind of voting system, the result will be an oligarchy/plutocracy, as the rich simply buy votes.

That is where we have arrived in the "West". There are ways of buying votes that are (slightly) less obvious than paying voters directly. For instance spending billions on advertising and propaganda, which ill-educated and insouciant voters seem to believe implicitly.

A century ago, H. L. Mencken wrote:

"An election is nothing more than the advanced auction of stolen goods".

One effect of which is that it is now impossible for a candidate or party to win an election without promising to spend far more money than can possibly be made available, and to deliver results that are physically impossible.

Anyone who promises only the possible, and limits his policies to those that are affordable, will wind up dead last in any election. This is why governments are never able to do what they promised.

77 ^ | v • Reply • Share ›



**kanga** → tom • 15 days ago

Great post Tom.

21 ^ | v • Reply • Share ›



**Cherie Zimmerman** → tom • 15 days ago

Great idea, but then couldn't the rich just round up the 'random' citizens of their choosing? There are just too many evil people. They always find a way.

9 ^ | v • Reply • Share ›



**Garrett** → tom • 15 days ago

This is why ALL donations to political parties need to be outlawed and anyone offering or accepting " inducements" should be prosecuted for bribery. We don't need to see never ending attack ads that twist the truth and spew lies. We need to know the voting records of every politician and any relevant information for all the candidates. This could be posted on the myriad number of government channels on television as well as designated web sites.

8 ^ | v • Reply • Share ›



**glenn398** → Garrett • 14 days ago

Garrett it would be great if the facts were out but think it is obvious most of the public is too lazy to put in the effort or time to address it.

4 ^ | v • Reply • Share ›



**GarySummers** → tom • 15 days ago

"Myself and my Extended Family of #400 registered Voters are no longer giving any Funds to the Democrat Party!"

'It is 'their' CDC, FDA, NIH, HHS, appointed Commissioners'

"GOP Governors Promise 'Not To Mandate' COVID-19 Vaccine For Children!"

<https://www.zerohedge.com/p...>

4 ^ | v • Reply • Share ›



**R. Williams** → GarySummers • 14 days ago

Sadly, you don't have to give. They just take it from your taxes.

2 ^ | v • Reply • Share ›



**prototype715** → tom • 15 days ago

America has become a Kakistocracy

2 ^ | v • Reply • Share ›



**Nothingsound** → tom • 14 days ago

Government is not supposed to be doing it al; we are. The motivated and brilliant...that's who we are and about time we start acting like this again.

1 ^ | v • Reply • Share ›



**Joan Weber** → tom • 9 days ago

One of the best posts ever!

^ | v • Reply • Share ›



**correspondence committee** → tom • 14 days ago

Aristotle, mentor to Alexander the Great dictator of his day, was no friend of democracy. Following his own mentor Plato, he was too busy serving the aristocracy, his own noble lies of philosophy notwithstanding, to find much use for 'mob rule' of the hoi polloi, such that the problem of oligarchic manipulation found patrician solution, while actual (lottery) practice of Athenian democracy, with all its (propertied male) limitations, was further undermined.

America's so-called founding fathers followed in his and Plato's footsteps with their own version of a 'republic' which planted the seeds of the fascistic corporate state we have today, in which any selection by lot of representatives of the people would be sure to produce the same dumbed down results of the present electoral circus.

Over the past 2,500 years and more of 'civilization', it's the problem of equality (likewise addressed by these and other philosophical apologists for class rule) which remains at the root of freedom and its denial to common people.

^ | v • Reply • Share ›



**Citizen X** → tom • 14 days ago

2022 I SAY, NO ONE ASKED ME WHEN I WAS OLD ENOUGH TO COMPREHEND IF I WANTED LEADERS OR NOT. I WAS BORN INTO OTHERS IDEAS AND WE DO NOT NOR HAS THERE EVER BEEN A DEMOCRACY.

^ | v • Reply • Share ›



**glenn398** → Citizen X • 14 days ago

You really don't want a democracy as all it means is the majority rules over the minority. That is why we are called a republic or at least at the federal level. At the state level and below it is a democracy and the majority rules over the minority.

1 ^ | v • Reply • Share ›



**sunspot** • 15 days ago

Just the term Persuasion Target makes me cringe. I'm a lifelong Democrat and am appalled by what I've seen in recent years. And, for the record, I didn't "lockdown" or restrict my movements in 2020. I decided I was an essential worker and went to work (self-employed) every day.

43 ^ | v • Reply • Share ›



**celtic cross** → sunspot • 15 days ago

Hats off to you, which begs the question: Why are you still affiliated with that party? I WAS a lifelong D until I couldn't take the lies anymore and registered Independent (Republican was never a consideration. They're almost as bad as the D's.) You seem to be a free-thinking person. Only takes a re-registration to D-exit...and it sends a message. BTW, I believe the other half of the uni-party deserves the same message...R-exit. Make the Independents the biggest party in the country and let the uni-party live in fear every election.

32 ^ | v • Reply • Share ›



**DR** → celtic cross • 14 days ago • edited

In fairness to old-timer Ds out there- they did used to have some statesmen like Scoop Jackson who, while you may not have agreed with perhaps the social agenda of that era, they weren't just all tax and spenders and actually did care about the US.

Today's Paul Ryans, Mitch McConnells, Kevin McCarthys, Liz Cheney's, Lindsey Grahams of the Republican side to me are just as bad if not worse than Dems since they are either complicit in or in collusion with the globalist demise of the independent sovereignty of the United States Republic and in complete undermining of our Constitutional duties to protect individual rights as the prime directive of the Constitutional 'contract'. Wolves in sheep's clothing, which to me are perhaps more dangerous than those who wear their colors plainly.

America First Congress, should they succeed, need to boot the above from any roles of leadership as applicable, immediately pass legislation that 'defunds' and/or disbands the DC Fed Cir Ct and redistributes all cases from that district out amongst the 50 states so the corrupt are no longer investigating the corrupt, doing similar with the DOJ and FBI for the indefinite future. I'd have a 7 to 11 person

[see more](#)

4 ^ | v • Reply • Share ›



**Garrett** → celtic cross • 15 days ago

I did the same thing for the same reason. The constant barrage of lies that echo throughout the entire party became maddening. Never saw any evidence that backed up their claims and accusations.

3 ^ | v • Reply • Share ›



**Robin K** → sunspot • 15 days ago

Same here, sunspot. Generational Democrat (moderate) since before Roosevelt. But I just sent a big fat message by switching my voting card. I don't recognize this Party anymore, it has been taken over by whackos that don't care about my country. Long time Veterans in my family and they are sickened by what has happened Many gave their lives for this country and they've essentially been crapped on by these people, psychopath Hillary was remembered after Benghazi.....that's when I really knew things were bad (Odumbo and Hillary!!! Now Mr Diaper head today). AWFUL!

19 ^ | v 1 • Reply • Share ›



**GarySummers** → Robin K • 15 days ago

'Never Forget Benghazil!'

We Called For Help, And No One Came!

Clinton, Obams, Biden, ZZZZZZ.





5 ^ | v • Reply • Share ›



**Cherie Zimmerman** → sunspot • 15 days ago

So did I. I do believe what they did is seriously illegal and criminal.

8 ^ | v • Reply • Share ›



**Berean Betty** → Cherie Zimmerman • 14 days ago

They may have corrupted our system of justice and escape prison in this life but God saw it all.

2 ^ | v • Reply • Share ›



**pamma** • 15 days ago

I suspected there were reasons I couldn't even imagine that helped me make the decision to stop using a cell phone 10 years ago. Life is still grand !

33 ^ | v • Reply • Share ›



**tag** → pamma • 15 days ago

Too many people in this world are married to their phones. I have one but it never leaves my desk. Never goes to town, never with me while working outside and never goes to bed with me. If I don't answer it, don't assume I am dead, just assume I might answer it later. When did we as people think we were so important we must be available 24/7/365? Don't know how our ancestors survived!

10 ^ | v • Reply • Share ›



**pamma** → tag • 15 days ago

I used to think of cell phones as a 'leash'; now I consider them a 'noose'.

7 ^ | v • Reply • Share ›



**Linda Marie Anderson** → tag • 12 days ago

Mine sits on top of my clothes dryer. Everybody I know, knows I don't answer it unless I'm traveling. Once a week I purge it of SPAM, but otherwise it just sits there.

2 ^ | v • Reply • Share ›



**Ektor57** • 15 days ago

Is this even legal? Another reason I use my phone for calls and text only. I hope my covid score is the worse out of 100 million people because that means I am doing things right.

41 ^ | v 1 • Reply • Share ›

11/10/22, 6:11 PM | [Reply](#) • [Share](#) ›



**Deborah M. Damascus** → Ektor57 • 15 days ago

Doesn't make a difference if you call or text - so long as your phone is on it pings every time you pass a cell tower and creates a map of your travels - watch 2000 miles - companies collect this data and they sell it. True the Vote used it to track tons of people who visited non-profit offices then went to an average of 8-10 ballot boxes stuffing them along the way - cell phone pings show your path -

26 ^ | v 1 • [Reply](#) • [Share](#) ›



**tag** → Deborah M. Damascus • 15 days ago

Then leave it at home. Mine probably pings many times a day from the same location. My desk! My "path" is completely boring to these idiots.

1 ^ | v • [Reply](#) • [Share](#) ›



**Priscilla King** → tag • 15 days ago

Yup. I have an Android phone but don't pay the monthly fee to run it \*as\* a phone. It lives in a drawer in between power outages, when it's used around the house as an emergency flashlight, because of all the things the Android is supposed to do that's the only one it actually does.

1 ^ | v • [Reply](#) • [Share](#) ›



**Lakwaz** → Deborah M. Damascus • 15 days ago

Guess it's a good thing I forget to take my phone with me most of the time.... LOL!!!

^ | v • [Reply](#) • [Share](#) ›



**Pat Ormsby** → Ektor57 • 15 days ago

I'd turn it off and keep it in a Faraday bag. I don't have direct proof, but it has been said that even a cell phone turned off can be activated remotely.

I don't have a cell phone. I'm sure it would be hard at first to get by without one, but the more there are of us, the easier it will become. (When travelling, I've paid people to place a short call for me when it became necessary.)

1 ^ | v • [Reply](#) • [Share](#) ›



**Priscilla King** → Pat Ormsby • 15 days ago

An idea whose time has come. Verizon keeps threatening to deactivate all the convenient, pocket-size, no-video cell phones the people I know carry. Right. We did not grow up with phones at home, we do not have to grow old with phones at home.

I've been telling people for years: My cell phone runs on prepaid minutes. Every call

I've been telling people for years. My cell phone runs on prepaid minutes. Every call costs money. Calls are for (not quite 911-level) emergency communication. To share news and good wishes, use the e-mail, that's what it's for!

1 ^ | v • Reply • Share ›



**Milk\_Thistle** • 15 days ago

The other day I looked at google maps on my phone and it listed my parked car that was towns away as I didn't drive my car to the location I was at. Technology is definitely convenient but at the cost of our privacy and freedom not worth it.

My husband and I always say growing up in the late 70s, 80s, and early 90s was a great time. I didn't have internet until 2010 and I was fine. Now practically ever woman, man, and child is connected to the internet. It's too much! I agree we need to ditch these tracking devices and learn to live again!

26 ^ | v • Reply • Share ›



**Polly Green** → Milk\_Thistle • 15 days ago

Remember the movie "The Conversation"? Real Watergate era stuff.

1973: I think my apartment is bugged!

2020: Alexa, order my favorite pizza.

4 ^ | v • Reply • Share ›



**Milk\_Thistle** → Polly Green • 14 days ago

Lol. So true. It's crazy how people have changed. The computer in everyone's pocket made everyone not care about being free. It's hard to believe that many are ok with knowing everything they say is heard by whoever is listening. It's a scary future. I've actually heard people with Alexa in their home say that they don't mind that someone is listening because they have nothing to hide but obviously that's not the point. Very ignorant.

2 ^ | v • Reply • Share ›



**Robin K** → Milk\_Thistle • 15 days ago

Time to totally UNPLUG from the 3D Matrix.....just got rid of my TV that I haven't watched in a year! What a savings! A neighbor said it was good thing because she said if I saw the commercials that are on TV right now I'd be horrified! Yikes!

3 ^ | v • Reply • Share ›



**CAWS** → Robin K • 13 days ago

Not to mention USA and New Zealand are the only countries that allow prescription drug ads on TV. Any wonder the media is censored regarding vaccines made by these same companies?

^ | v • Reply • Share ›



**Milk\_Thistle** → Robin K • 14 days ago

I admire you. That's amazing. Your neighbor is right. The propaganda is so abundant it's sickening. I wish I could be that bold. I'm tempted to get rid of my phone.

^ | v • Reply • Share ›



**tag** → Milk\_Thistle • 15 days ago • edited

I graduated HS in 1972. Didn't have the internet till late 1990's. didn't have a cell phone till 2005. My children also didn't have a cell phone while in school, (pay for it yourself if you want one) We all survived just fine! Way past time to takes several steps backwards. All this tech is doing is enslaving us.

P.S. Milk thistle the most important herb on the planet :)

2 ^ | v • Reply • Share ›



**Milk\_Thistle** → tag • 14 days ago

So you grew up without all the distractions of today's modern convenience. I agree very much with your statement of tech enslaving us. It's stealing the sparkle from the children's eyes, the creativity from their minds and so much more. As for milk thistle it's definitely one of my top seven favorites.

1 ^ | v • Reply • Share ›



**Rbrtll** • 15 days ago

People, especially Republicans, dared to move about and leave their home during "literally the worst pandemic ever"? How dare they! </sarcasm>

25 ^ | v • Reply • Share ›



**tag** → Rbrtll • 15 days ago

I'm guilty! LOL!

2 ^ | v 1 • Reply • Share ›



**mark\_** • 15 days ago

A Rothschild is mixed up in this? And Facebook too? And Democrats? What a surprise!

23 ^ | v • Reply • Share ›



**Carol** • 15 days ago

No wonder the globalist elite loves China... this is straight out of the totalitarian "social credit" playbook.

18 ^ | v • Reply • Share ›

**Grellis** • 15 days ago

Very totalitarian obviously but not as effective as the other strategies used like millions of phony mail in ballots, shredding Republican votes, fixing the computer program to discount votes for Trump, denying access to Republican poll watchers etc etc. Really, you have to wonder why they bothered with trying to persuade anyone!

30 ^ | v 2 • Reply • Share ›

**ALP** → Grellis • 15 days ago

Give me a break. Stop with the freakin lies that led to insurrection! Trump lost, bigly and all the courts proved it. Even his own court appointed judges proved he lost. This nonsense you people keep spewing like spoiled brats who don't get their way is disgusting to say the least. Grow up! So tired of right wing fascists spewing hate and destroying our democracy. If Biden lost, he wouldn't be going around spewing hateful rhetoric and lies the way your Putin lovin' daddy does. Trump is just another silver spoon fed brat that didn't get his way. Get over it. If you don't like it vote in the next election. That is how it is done in democracy. Totalitarian governments like the one trump supports wants to scare people away from voting and undermine their rights. So when republicons won, is that all rigged computers and shredding votes of dems? Do you understand how hypocritical you are? The majority of fraud happened on the GOP side....not the Dems. Please stop spewing propaganda! Trump lost fair and square....you might not like it but that is the truth!

1 ^ | v 51 • Reply • Share ›

**Grellis** → ALP • 15 days ago

Hilarious. Do you do stand up?

30 ^ | v • Reply • Share ›

**Dave from San Antonio** → Grellis • 15 days ago

Partially...rests on knuckles.

1 ^ | v • Reply • Share ›

**PamelaZelie** → Grellis • 15 days ago • edited

No, it's only Biden responding. Or the bored FBI monitoring us.

1 ^ | v • Reply • Share ›

**MultiChubby1** → Grellis • 10 days ago

It's really not funny.

^ | v • Reply • Share ›

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